

# How Library Publishing Programs can Support Journal Flipping

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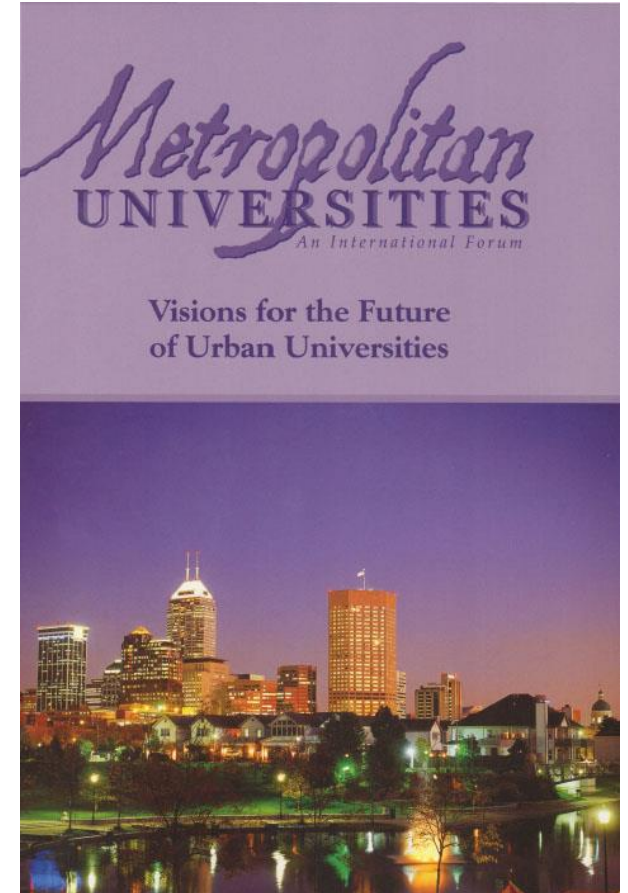
# Background

- IUPUI University Library - supporting the publication of open-access scholarly journals since 2008
- Currently hosting 13 journals using Open Journal Systems (OJS)
- Several of our titles flipped from a subscription-based model to open access

**Open Access  
Journals  
at IUPUI** 

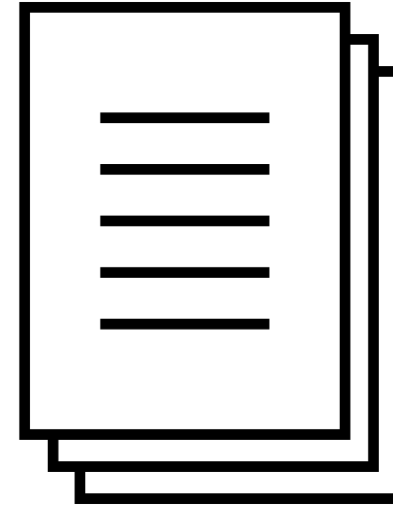
# Flipping *Metropolitan Universities*

- *Metropolitan Universities* (MUJ) is a peer-reviewed journal focused on higher education.
- Publication of the Coalition of Urban and Metropolitan Universities (CUMU) at Towson University
- Subscribers were primarily higher education administrators, university Presidents and Vice Presidents.
- Subscriptions by print and for CUMU members



# Publishing History

- Transactions Publishers Inc. 1990-1993
- Wright State University 1993
- Towson University 1994-2000
- IUPUI 2000-2015



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from Noun Project

# Stakeholders Roles and Motivations

## IUPUI University Library

- Desire to make MUJ openly available in electronic format
- Add to journals supported by journal publishing program

## Journal Editor/Board

- Hesitant to move to digital publishing
- Not that interested in OA
- Liked the idea of *digital archive*

## University College

- Responsible for producing print copies of MUJ
- Lacked infrastructure to support digital publishing

## CUMU

- Underwent reorganization at headquarters
- Desire to increase impact of the journal; saw value of OA
- Producing the journal was largest expense for CUMU

# A Digital Archive as a Step to Transitioning

- The wariness of digital publishing from the journal necessitated a transition step
- A way to demonstrate value without disrupting the journal's current workflows
- An openly available digital archive of the full run required obtaining the rights from various publishers



# Copyright Releases and the Buyback

- Wright State University and Towson University signed copyright releases granting non-exclusive license to Indiana University Board of Trustees to distribute
- CUMU negotiated the terms of a buyback with Transaction Publishers
- Rights to distribute Vol. 1-4 under a non-exclusive license purchased for \$2,400

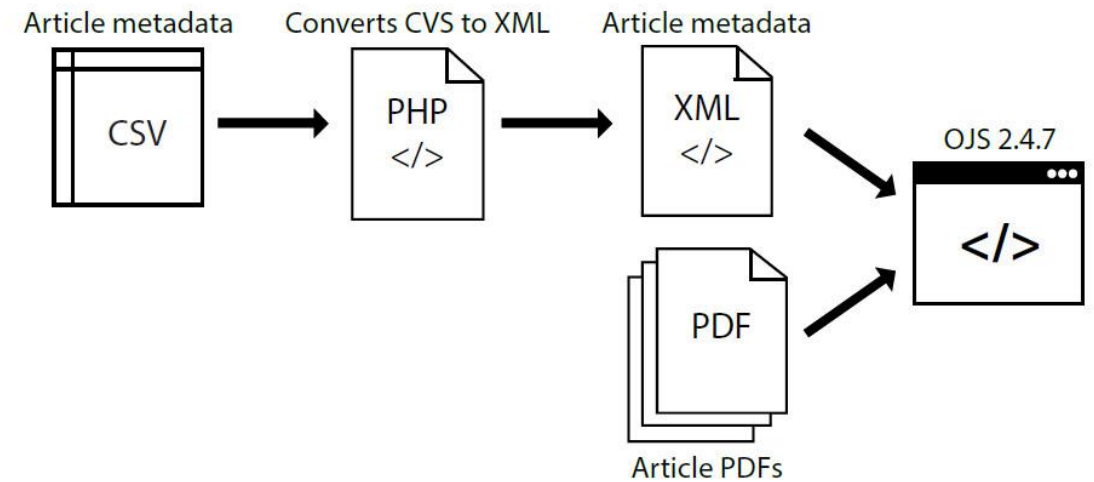
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# Digitizing and Batch Uploading to OJS

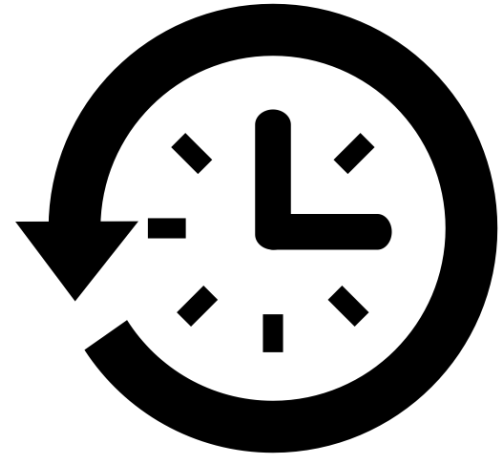
- Site setup in OJS 2.4.7
- 89 issues scanned - Fujitsu M4097D sheet feed scanner for cut copies; Konika Minolta PS7000C MKII for bound copies
- Individual article, front matter, and back matter files prepared
- Article-level metadata created
- Issues batch uploaded to OJS using XML upload





# Timeline

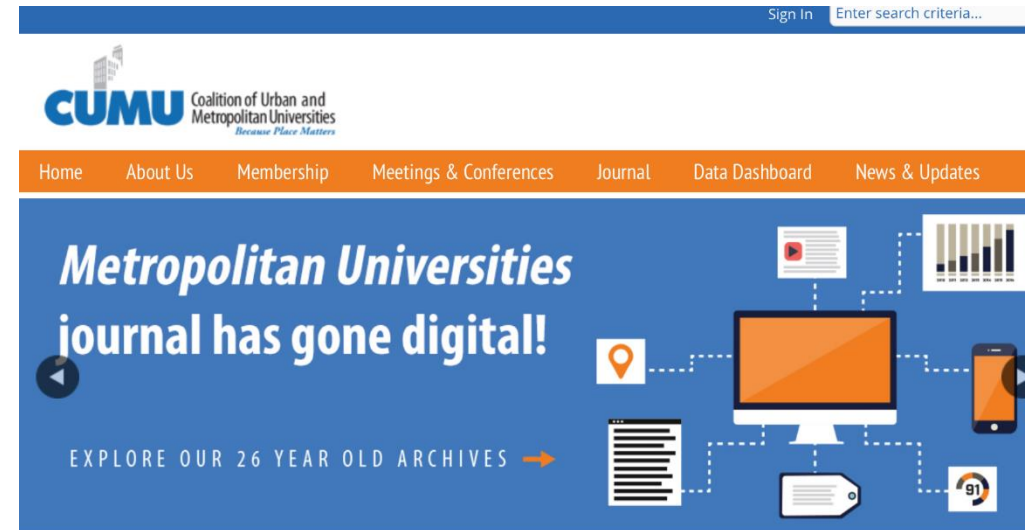
- Initial conversations began October 2013 then stalled
- In October 2014 conversations about creating digital archive began
- Digital archive complete early October 2015
- Archive public launch on February 16<sup>th</sup>, 2016



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# The Flip

- Beginning with Volume 27 Issue 1, Metropolitan Universities started producing new and openly available digital content
- CUMU handles all marketing around the digital launch and archive



The Coalition of Urban and Metropolitan Universities (CUMU) is the longest- running and largest organization committed to serving and

# Lessons Learned

- Transition phase important
- Conflicting goals and motivations
- Value of partnering with an association
- Potential value of buybacks
- This process is messy

# Good Candidates for a Flip

- Practice-based readership
- Relatively few subscriptions
- Journals looking to transition from print only to digital

Questions?